



WEWS

ORDER

Flight Dates **09/18/12-09/24/12**

Contract / Revision **311281 /** Product **Week # 7. 9.18-9.24 Schedule A**

Original Date / Revision Agency Com 15%

09/17/12 09/17/12 Billing Contact

Advertiser **Brown / Democrat / Senate -**
1831 Chestnut Street
Philadelphia, PA 19103

Agency **Shorr Johnson Magnus**

Buying Contact
1831 Chestnut Street
Philadelphia, PA 19103
Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00

Estimate # **Week # 7 Schedule A**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 73350

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	56	\$62,347.50	\$73,350.00	0.00	08/27/12	09/24/12	56	\$62,347.50	\$73,350.00
Totals	56	\$62,347.50	\$73,350.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	09/18/12	09/24/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	8	\$500.00	P-2	0.00	NM	7	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF--					6	\$500.00		0.00			
		Week: 09/24/12	09/30/12	M-----					1	\$600.00		0.00			
N 2	WEWS	09/18/12	09/24/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	4	\$450.00	P-2	0.00	NM	5	\$2,350.00



WEWS

Print Date: 09/19/12

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Contract / Revision **311281** Flight Dates **09/18/12-09/24/12**

Hiatus Dates

Original Date / Revision 09/17/12/ 09/17/12

Order Sep 00:20:00

Advertiser **Brown / Democrat / Senate** Product **Week # 7. 9.18-9.24** Schedule **Estimate #** **Week # 7 Schedule A**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	WEWS	09/18/12	09/24/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	4	\$450.00	P-2	0.00	NM	5	\$2,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF--					4	\$450.00		0.00			
		Week: 09/24/12	09/30/12	M-----					1	\$550.00		0.00			
N 3	WEWS	09/18/12	09/24/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	4	\$350.00	P-2	0.00	NM	5	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF--					4	\$350.00		0.00			
		Week: 09/24/12	09/30/12	M-----					1	\$400.00		0.00			
N 4	WEWS	09/18/12	09/24/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	4	\$800.00	P-2	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF--					4	\$800.00		0.00			
		Week: 09/24/12	09/30/12	M-----					1	\$1,300.00		0.00			
N 5	WEWS	09/18/12	09/24/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	4	\$800.00	P-2	0.00	NM	5	\$4,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF--					4	\$800.00		0.00			
		Week: 09/24/12	09/30/12	M-----					1	\$900.00		0.00			
N 6	WEWS	09/18/12	09/24/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	4	\$1,100.00	P-2	0.00	NM	4	\$4,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF--					3	\$1,100.00		0.00			
		Week: 09/24/12	09/30/12	M-----					1	\$1,300.00		0.00			
N 7	WEWS	09/18/12	09/24/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	MTWTF--	:30	4	\$900.00	P-2	0.00	NM	5	\$4,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF--					4	\$900.00		0.00			
		Week: 09/24/12	09/30/12	M-----					1	\$1,000.00		0.00			
N 8	WEWS	09/18/12	09/24/12	M-F 7-730p 7-730p The List	CM	7-730p	MTWTF--	:30	4	\$900.00	P-2	0.00	NM	5	\$4,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF--					4	\$900.00		0.00			
		Week: 09/24/12	09/30/12	M-----					1	\$1,000.00		0.00			
N 9	WEWS	09/18/12	09/24/12	Monday Prime C Monday Prime C	CM	10-11p	M-----	:30	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----					0	\$0.00		0.00			
		Week: 09/24/12	09/30/12	M-----					1	\$12,000.00		0.00			
N 10	WEWS	09/18/12	09/24/12	Monday DWS Monday DWS	CM	8-10p	M-----	:30	1	\$14,000.00	P-2	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----					0	\$0.00		0.00			
		Week: 09/24/12	09/30/12	M-----					1	\$14,000.00		0.00			
N 11	WEWS	09/18/12	09/24/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	MTWTFSS	:30	5	\$2,200.00	P-2	0.00	NM	6	\$13,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF-S					5	\$2,200.00		0.00			
		Week: 09/24/12	09/30/12	M-----					1	\$2,400.00		0.00			
N 12	WEWS	09/18/12	09/24/12	LN after Sports LN after Sports	CM	11p-130x	-----S-	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00



WEWS

Print Date: 09/19/12

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Contract / Revision **311281** Flight Dates **09/18/12-09/24/12**

Hiatus Dates

Original Date / Revision 09/17/12/ 09/17/12

Order Sep 00:20:00

Advertiser **Brown / Democrat / Senate** Product **Week # 7. 9.18-9.24** Schedule **Estimate #** **Week # 7 Schedule A**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 12	WEWS	09/18/12	09/24/12	LN after Sports LN after Sports	CM	11p-130x	-----S-	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-		1				\$700.00		0.00			
		Week: 09/24/12	09/30/12	-----		0				\$0.00		0.00			
N 13	WEWS	09/18/12	09/24/12	M-F 1202a-107a Jimmy K M-F 1202a-107a Jimmy K	CM	1202-107x	MTWTF--	:30	4	\$500.00	P-2	0.00	NM	5	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-TWTF--		4				\$500.00		0.00			
		Week: 09/24/12	09/30/12	M-----		1				\$600.00		0.00			
N 14	WEWS	09/18/12	09/24/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S		1				\$500.00		0.00			
		Week: 09/24/12	09/30/12	-----		0				\$0.00		0.00			
													Totals	56	\$73,350.00